

## ABSTRACT

**Theme of qualifying work:** features of the organization of short-term breaks (with development of weekend travel in the region KMV)

**The author of the work:** Stepanyan Elina |Ernestovna

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**Information about customer organization:** tour operators Pyatigorsk (recommendation of the author)

**The relevance of the research:** Weekend tourism meets the needs of the body's need for rest, recreation, and cultural enrichment. However people don't have enough time for the rest. Vacations became shorter, they often break them into parts and on continuous stay left about 3-7 days. But people want to have the rest, recreation, and cultural enrichment, no matter what.

That's why weekend tourism becomes very popular.

Scientific publications don't have enough information about this one. More practical publications we can find in journals, but they don't give us complete answers.

Considering all the above, it should be noted, that the subject matter is timely and relevant.

Many regions of our country have rich resources for hosting short breaks day trips. So in our work we developed tour for region of the Caucasian mineral Waters, which can be used for corporate clients.

**The aim of this work:** is to study the challenges and opportunities of short-term tourism in Russia with development of special corporate tour weekend.

### **Research tasks:**

- 1 to understand the concept, types and features of short-term tourism.
- 2 to identify the problems and challenges of this form of travel In Russia
- 3 to analyze the potential of the region Caucasian Mineral Waters for the conduct of short tours.
- 4 to develop a corporate weekend tour to the region.
- 5 to design the technical documentation For the tour.

**Theoretical value of the work:** that it can be used by those who study the issues of short-term tourism, for scientific and methodological purposes

**Practical significance of the work** In the final qualifying work developed a new tour for the KMV. It can offer for any tour operator firm to promote.

**Recommendations** In the second Chapter of the work developed tour. Managers are recommended to use the tour for corporate entertainment in order to strengthen team spirit